

# City of Minneapolis – Community Planning & Economic Development

## Market Profile – 29<sup>th</sup> Avenue NE and Johnston Street NE

(1-mile radius from intersection)

### Demographic Profile

	2000	2010	Projected to 2015	Annual Rate of Change
Population	19,653	19,326	19,365	-0.1%
Households	8,829	8,851	8,899	0.1%
Average Household Size	2.21	2.16	2.16	-0.2%
Median Age	36.7	40.3	41.6	0.9%
Children (0-19)	21.6%	21.7%	21.7%	0.0%
Seniors (65+)	15.0%	13.9%	15.0%	0.0%
Population Density (per sq mi)	6,257	6,153	6,165	-0.1%
Middle Income Households (\$50k-\$75k)	1,858	2,230	2,403	2.0%
Middle Income Households / sq mile	592	710	765	2.0%
Middle and Upper Income Households (>\$50k)	3,571	5,198	6,134	4.8%
Middle and Upper Income Households / sq mile	1,137	1,655	1,953	4.8%
Median Household Income	\$42,853	\$60,784	\$66,540	3.7%
Average Household Income	\$50,756	\$68,128	\$78,869	3.7%
Household Per Capita Income	\$23,267	\$31,395	\$36,468	3.8%
Total Housing Units (2000, 2009, 2014)	9,158	9,482	9,638	0.4%
Owner Occupied Housing Units	70.7%	67.0%	66.2%	-0.5%
Renter Occupied Housing Units	25.9%	26.3%	26.1%	0.1%
Vacant Housing Units	3.4%	6.7%	7.7%	9.0%

### Real Estate

Median Home Value, 2009	\$138,327
Median Home Value, 2000	\$109,699
Annual Rate of Change, Median Home Value	2.8%
Single-family Units, 2000	69.4%
Multi-family Units, 2000	30.6%

### Transit

Average Daily Traffic Volume	10,500
Households <u>without</u> access to a vehicle (2000)	13.6%
Total Number of Bus Lines	6

### Spending Potential Index

Average amount spent by area households compared to national average (national average = 100)

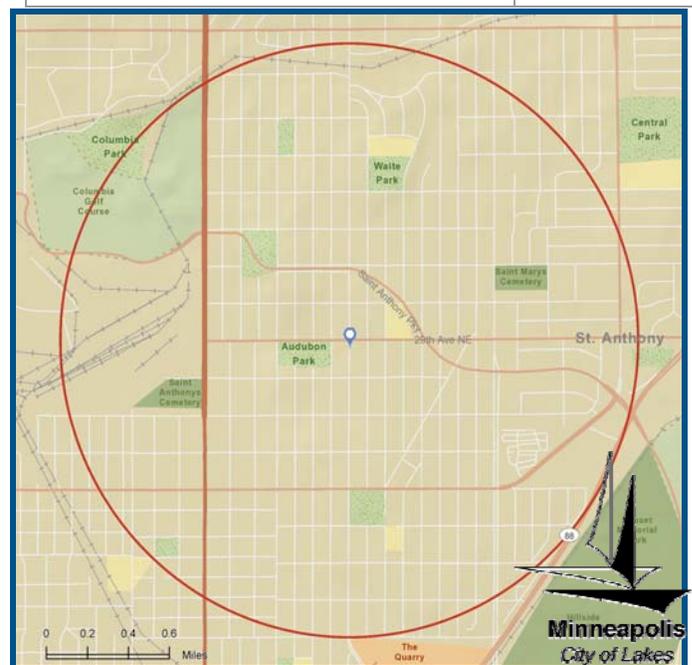
Apparel and Services	69
Computers and Accessories	99
Education	104
Entertainment/Recreation	99
Food at Home	98
Food Away from Home	99
Health Care	99
Household Furnishing and Equipment	85
Investment	93
Retail Goods	93
Shelter	100
TV/Video/Sound Equipment	99
Travel	98
Vehicle Maintenance and Repairs	98

### Education (ages 25 and older)

No High School Diploma	10.6%
High School Diploma or Some College	45.1%
Associate Degree	8.5%
Bachelor's Degree	25.3%
Graduate or Professional Degree	10.5%

### Daytime Population

Employees, all industries	3,092
Businesses, all industries	511



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(1-mile radius from intersection)

### Marketplace Profile

These numbers are ESTIMATES, based on general assumptions, including a national assumption that a certain percentage of dollars are spent at online retailers.

	Retail Potential (area residents' spending, regardless of location)	Retail Sales* (spending at stores within area, regardless of shopper's residence)	Leakage / (Surplus)**	Number of Businesses (in area)
4413 - Auto Parts, Accessories and Tire Stores	\$1,966,027	\$569,560	55.1	2
4421- Furniture Stores	\$3,631,930	\$953,902	58.4	2
4422 - Home Furnishings Stores	\$2,274,406	\$408,636	69.5	2
443 - Electronics and Appliance Stores	\$6,826,459	\$6,797,759	0.2	5
4441 - Building Material and Supplies Dealers	\$6,705,921	\$4,851,273	16.0	13
4442 - Lawn/Garden Equipment and Supplies Stores	\$1,233,977	\$239,066	67.5	1
4451 - Grocery Stores	\$32,540,204	\$19,489,796	25.1	8
4452 - Specialty Food Stores	\$1,122,877	\$289,815	48.5	4
4453 - Beer, Wine and Liquor Stores	\$2,894,561	\$1,805,706	23.2	1
446 - Health and Personal Care Stores	\$6,315,169	\$1,925,029	53.3	5
447 - Gasoline Stations	\$28,963,096	\$25,078,152	7.2	6
4481 - Clothing Stores	\$6,743,051	\$3,101,133	37.0	7
4482 - Shoe Stores	\$696,906	\$0	100.0	0
4483 - Jewelry, Luggage and Leather Goods Stores	\$732,327	\$195,750	57.8	1
4511 - Sporting Goods/Hobby/Musical Instrument Stores	\$1,424,948	\$512,522	47.1	5
4512 - Book, Periodical and Music Stores	\$1,162,036	\$279,279	61.2	2
4521 - Department Stores Excluding Leased Depts.	\$14,761,469	\$663,354	91.4	1
4529 - Other General Merchandise Stores	\$10,708,974	\$8,166,321	13.5	1
4531 - Florists	\$489,591	\$1,075,102	(37.4)	8
4532 - Office Supplies, Stationery and Gift Stores	\$531,567	\$502,446	2.8	4
4533 - Used Merchandise Stores	\$121,452	\$195,290	(23.3)	3
4539 - Other Miscellaneous Store Retailers	\$2,733,160	\$704,931	59.0	4
7221 - Full-Service Restaurants	\$20,351,554	\$9,360,928	37.0	19
7222 - Limited-Service Eating Places	\$9,988,335	\$4,261,294	40.2	3
7223 - Special Food Services	\$2,655,255	\$1,357,257	32.3	2
7224 - Drinking Places - Alcoholic Beverages	\$907,108	\$1,178,355	(13.0)	1

\* When retail sales are positive, but there are zero businesses in the area, the sales figures can be attributed to other area businesses that have a different primary classification.

\*\* The leakage/surplus figures represent the difference between retail potential and retail sales. When the number is negative it is "surplus" and provides evidence that businesses sell more than area residents are likely spending, (i.e. shoppers come from outside the area). When the number is positive it is "leakage" and is evidence that residents spend more than local businesses sell (i.e. residents leave the area to spend their money).

